



Nutrmetrics: Nutriliving

Nutrmetrics is an Australian and New Zealand beauty brand committed to the sale of natural, homegrown and cruelty-free products. Nutrimetrics publish a monthly 'Nutraliving Magazine' for a sole audience of their network of consultants. The magazine is designed to be used as a training tool to assist them in earning money, while also acting as a tool for the company to build long-term relationships with their consultants.

Objective:

This March issue was designed to celebrate International Women's Day while helping to drive sales for the launch of the Platinum Masque skincare range. The editorial aim was to create stories celebrating the sisterhood fostered among the consultants. Another goal was to maintain brand engagement and customer loyalty while showcasing rewards, product training, sampling and previewing upcoming launches. >>

This edition was the most downloaded Nutraliving magazine of the year, with over **100,000 views.**



Nutraceuticals: Nutriliving

A featured product brought in **127.9%** more money than forecasted.

The magazine beat the prior years selling period performance by **16%.**

Method:
The theme of this issue was 'female empowerment' with the cover of this issue including an untouched group shot of Nutrimetics consultants, to market the way Nutrimetics has helped thousands of women create their own income through selling their products.

Results:
The March magazine was the most digitally downloaded of the year, receiving 100,000 views. The product Ultra Care + Platinum Life & Firm Power Masque became the highest dollar-driving new launch, bringing in 127.9% which was 30% over the forecast. The female empowerment theme led Nutrimetics to beat their previous year by 16%. The campaign also strengthened Nutrimetics connection with its consultants and resulted in high engagement levels on all channels. ●

Tresha Dohmen
Executive Sales Manager, NSW

Caroline Agius
Executive Sales Manager, NSW

"It's when we pull together and live the nutraceutical philosophy of women helping other women that this job feels most uplifting."

"I went through breast cancer 10 years ago. It was the positivity of the women of Nutrimetics that got me through."

Here are our top 12 Nutrimetics superfood-infused beauty picks.

Shop superfood beauty and save

See March brochure and online at nutrimetics.com.au

FAQ

Why do I need a firming masque?

Does it really work?

I feel a tingling sensation on my skin - is that normal?

When can I see results?

Is it vegan friendly?

Why do I need to use the application brush?

#NutriResults

Firm skin now, pay later! zip **Tell your customers to spread the cost with Zip. Minimum spend \$150.**

